

AGN. NO. \_\_\_\_\_

MOTION BY SUPERVISOR MICHAEL D. ANTONOVICH  
AND SUPERVISOR MARK RIDLEY-THOMAS

OCTOBER 20, 2009

**REVISED: AMENDMENT TO AGENDA ITEM #3**

Since 1959, the Holiday Celebration has been an annual tradition for Los Angeles County. Over the last 50 years, this event has grown into a major televised program that is aired a total of 649 times across the country in seven of the nation's top ten markets making it a highly marketable show.

The Holiday Celebration is typically 6 hours long with a total of 45 artist groups programmed, which allows the event to showcase the breadth of talent available in Los Angeles County. This year, the number of artists was cut to 22 and the hours of production were reduced from 6 to 3 due to budget restrictions.

**WE, THEREFORE, MOVE** that the Board of Supervisors direct the Chief Executive Officer to identify \$100,000 on a one time basis for this year only, in order to restore the Holiday Celebration to 6 hours **from 3:00 p.m. to 9:00 p.m.**, and 45 artist groups; and direct the Executive Director of the Arts Commission to:

1. Identify an exhaustive list of potential sponsors for next year's Holiday Celebration and report to the Board in February 2010, on such list with a plan for contacting each sponsor; and
2. Report to the Board as part of the Proposed Budget for Fiscal Year 2010-11 on the response of each potential sponsor.

# # #

MDA:lgh  
s:\motions\Holiday Celebration

**MOTION**

Molina	_____
Ridley-Thomas	_____
Yaroslavsky	_____
Antonovich	_____
Knabe	_____